



Honoring the Past Driving the Future

Reigniting Dodge's relationship with the Black community



WHO'S BEHIND THE **WHEEL?**



Linda Ackah-Mensah

Tierra Anderson

Cierra Williams

Tyra Evans



MEET KAI

— THE LOYALIST AT A CROSSROADS



HBCU ALUMNUS

Rooted in car culture



HEMI LOYALIST

Attached to Dodge's V8 legacy



THE TENSION

Can the new Charger earn his loyalty ?



"I need to feel the performance before I believe in it."
- Muscle Car Enthusiast



Challenge

OmniGen

Platform

Execution

Impact



THE TENSION FACING DODGE

How can Dodge turn HEMI loyalty and cultural relevance into profitable SIXPACK adoption, **without losing today's enthusiasts or tomorrow's buyers?**

LOYALTY AT RISK

The existing HEMI loyalists

SIXPACK SKEPTICISM

Performance-buyers need proof

NEXT-GEN GAP

Build relevance before purchase



Challenge

OmniGen

Platform

Execution

Impact

3 BARRIERS TO GROWTH

Three separate problems compounded into one decline.
No single factor explains it alone



Product Execution

- Gas and Electric Chargers share nearly identical styling
- Powertrain differences not immediately visible
- Product confusion weakens SIXPACK differentiation



Product Acceptance

- SIXPACK has not yet earned HEMI-level confidence
- Loss of a V8 sound and identity feels like a downgrade
- Loyalists may keep or purchase used HEMIs instead



Cultural Disconnect

- Over-indexed with multicultural consumers
- Black Consumers helped shape Charger culture
- Falling African American share signals weaker relevance



Challenge

OmniGen

Platform

Execution

Impact

OMNIGEN

Driving Growth Across the Generations



Challenge

OmniGen

Platform

Execution

Impact

— OMNIGEN IN MOTION —

PAST



CONVERT

Keep & Experience

PRESENT



RECONNECT

Dodge After Dark

FUTURE



CULTIVATE

HBCU Race to Create

Three Initiatives, One Platform For Growth



Challenge

OmniGen

Platform

Execution

Impact

THREE MARKETS. ONE MODEL.

—— **Market Selection** - OMNIGEN tests **three** different growth indexes before Dodge scales. ——

ATLANTA

RECOVER EQUITY

#1 BLACK CHARGER VIO MARKET

35,981

Deep existing Dodge equity +
AUC ecosystem.

**Can Dodge win back
existing equity?**

CHARLOTTE

EARN CREDIBILITY

NATIONAL MOTORSPORTS ECOSYSTEM

NASCAR

Deep existing Dodge equity +
AUC ecosystem.

**Can SIXPACK earn
performance credibility?**

HUNTSVILLE

CREATE EQUITY

WHITE-SPACE GROWTH MARKET

HBCU + AUTO

Credible challenger market
beyond priority markets.

**Can OMNIGEN create
new equity?**

RECOVER EXISTING EQUITY



EARN NEW PRODUCT CREDIBILITY



CREATE NEW EQUITY



Source: 2026 NBMBAA Dodge case; supporting ecosystem sources in appendix.

Challenge

OmniGen

Platform

Execution

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KEEP & EXPERIENCE

DON'T TELL THEM. LET THEM LIVE WITH IT.

Qualified owners experience a new Charger
for 7 days, up to 350 miles.

ATLANTA · CHARLOTTE · HUNTSVILLE



Challenge

OmniGen

Platform

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Impact

TAKE THE KEYS **OPERATING MODEL**

PUT IT IN DRIVE

26

SIXPACK CHARGERS

12

DEALERS

18

MONTHS LIVE

WHO QUALIFIES

- ✓ 21+, licensed 1+ year, insured
- ✓ HEMI owner or performance prospect
- ✓ Qualified purchase intent
- ✓ Trade-in stays in dealer custody during trial

7 DAYS

Real, normal-life exposure

350 MILES

Meaningful use, bounded exposure



Challenge

OmniGen

Platform

Execution

Impact

10

TAKE THE KEYS | DODGE

TAKE THE KEYS

BOOK

DEALER VIEW

COMMAND CENTER

CLICK TO PLAY

CHARGER SIXPACK - CONCEPT CAMPAIGN

TAKE THE KEYS.

7 DAYS.
YOUR VERDICT.

Live with the Charger SIXPACK for seven days.
Your commute. Your people. Your roads.
Then make the call.

KEEP & EXPERIENCE

24 Month Pilot | 3 Markets | 9 Participating Dealerships

Detailed initiative budgets & assumptions in appendix.

Financial return at the 20% conversion scenario



NET
INVESTMENT

\$1.42M



PROJECTED
BUYERS

285

Across all 3 markets



ATTRIBUTABLE
CONTRIBUTION

\$2.85M



PROJECTED
ROI

101%

\$2 return for every \$1 invested



Challenge

OmniGen

Platform

Execution

Impact

DODGE AFTER DARK

THE BARRIER ISN'T INTEREST. IT'S CULTURAL.

Two creator-built SIXPACKs take stage over
3 NASCAR weekends.

ATLANTA · CHARLOTTE · HUNTSVILLE

PRESENT



Challenge

OmniGen

Platform

Execution

Impact

THE AFTER DARK BUILDS

AFTER DARK **ACTIVATED**

01 — BUILD

Customized SIXPACKs

Two custom cars, two creators
Build itself = pre-event content

02 — TOUR

→ Race Weekends

Three priority markets
Huntsville → Charlotte → Atlanta

03 — CONVERT

→ Every Lead, Tracked

Cultural moment generates leads
Flows into K&E or dealer conversion

THE TALENT — CASTING PROFILE



kevinhart4real ✓ ...
Kevin Hart
10,022 posts 172M followers 1,312 following

HERITAGE BRIDGE **KEVIN HART**

Custom American-muscle collector



pappiiq ✓ ...
Kozy Hendrix
66 posts 1.1M followers 594 following

NEXT-GEN BRIDGE **QUAN**

Digital automotive culture



Challenge

OmniGen

Platform

Execution

Impact

CLICK TO PLAY

DODGE

AFTER DARK

TWO SIXPACKS. TWO INTERPRETATIONS OF WHAT DODGE PERFORMANCE LOOKS LIKE NEXT.

PEOPLE
CULTURE
CARS
A STRONGER
TOMORROW

DIFFERENT
DRIVES
US

SPEED
CULTURE
COMMUNITY
TEXT

AFTER DARK



TALLADEGA

APR 24 - 25, 2027

CHARLOTTE

MAY 28 - 30, 2027

ATLANTA

JUL 17 - 18, 2027

SEE IT. EXPERIENCE IT. TAKE THE KEYS.

Proposed concept by
North Star Collective

DODGE AFTER DARK

24 Month Pilot | 3 Markets | 3 Experiences

Detailed initiative budgets & assumptions in appendix.

Projected return at 100 attributed buyers per market



NET
INVESTMENT

\$2.52M



PROJECTED
BUYERS

300

Across all 3 markets



ATTRIBUTABLE
CONTRIBUTION

\$3M



PROJECTED
ROI

19%

Where Product Meets Culture



Challenge

OmniGen

Platform

Execution

Impact

THE HBCU DESIGN **INCUBATOR**

DON'T MARKET THE FUTURE. BUILD IT WITH THEM.

Student design competition, offering cash prizes across four disciplines.

ATLANTA · CHARLOTTE · HUNTSVILLE



Challenge

OmniGen

Platform

Execution

Impact

HBCU DESIGN INCUBATOR FORMAT

RACE TO CREATE

12-HOUR CREATE-A-THON → WINNING DESIGNS UNVEILED AT HOMECOMING

3

COMPETITIONS

STUDENTS IN THE ROOM

Design

Engineering / Tech

Business / Marketing

Storytelling / Content

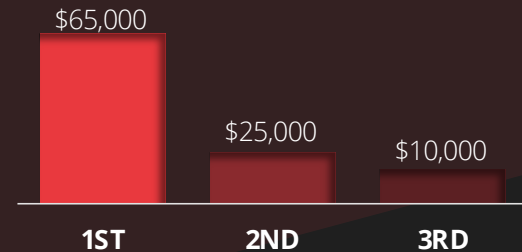
4

STUDENTS PER TEAM

\$300K

TOTAL PRIZE POOL

THE PRIZE — PER MARKET



Judged by Dodge/Stellantis Design + Mopar on creativity, brand fit & feasibility.

ATLANTA — AUC

Clark Atlanta University
Morehouse College
Spelman College

CHARLOTTE

Johnson C. Smith University
Livingstone College
North Carolina A&T State University

HUNTSVILLE

Alabama A&M University
Oakwood University
J.F. Drake State Community & Technical College



Challenge

OmniGen

Platform

Execution

Impact

IDEAS DRIVE CHANGE

BOLD
IDEAS.
REAL
IMPACT.
A BRIGHTER
TOMORROW.

FUTURE DRIVEN

HBCU CREATE-A-THON

DESIGN THE DODGE **YOU** WANT TO DRIVE.

STUDENTS.
CULTURE.
INNOVATION.
WHAT'S NEXT.

DIFFERENT
DRIVERS.
A BRIGHTER
TOMORROW.

PEOPLE
CULTURE
INNOVATION
PERFORMANCE



12-HOUR
DESIGN CHALLENGE



MENTORSHIP
FROM INDUSTRY PROS



REAL-WORLD
IMPACT



ATLANTA, GEORGIA



CHARLOTTE, NORTH CAROLINA



HUNTSVILLE, ALABAMA



SCAN
← TO APPLY

IDEAS TODAY.
A BOLDER TOMORROW.

DODGE

HBCU RACE TO CREATE

24 Month Pilot | 3 Markets | 3 Competitions

Detailed initiative budgets & assumptions in appendix.



NET
INVESTMENT

\$888K



LEAD
PIPELINE

27,600

ATTENDEES

8,280

OPT-INS

4,140

QUALIFIED LEADS



PROGRAM
IMPACT

12
Student
Concepts

3
Winning
Designs

4,140 Dealer Ready
Handoffs

Planning Target: 30% Opt-in x 50% Qualified Leads

Next-Gen Talent. Fresh Designs. New Leads



Challenge

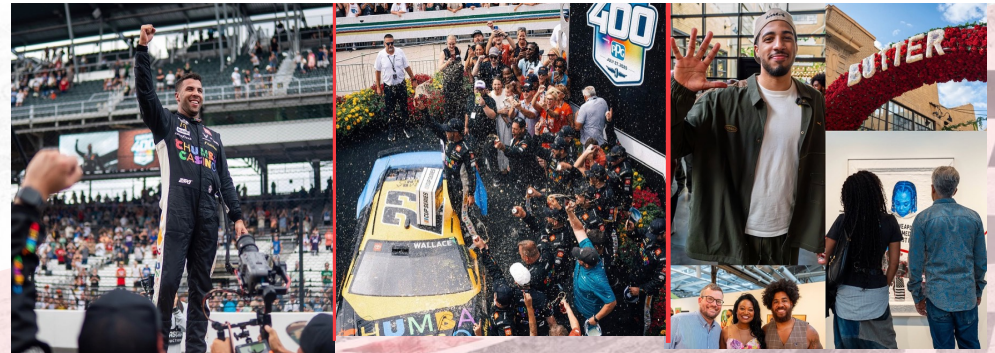
OmniGen

Platform

Execution

Impact

DRVN POWERS OMNIGEN



WHY DRVN

- Cultural proximity
- Sports & Live - event experience
- Trusted Partnerships

ACROSS OMNIGEN

○ **PAST**

Recruit Hemi Owners & Capture their stories.

○ **PRESENT**

Amplify Dodge After Dark & convert engagement.

○ **FUTURE**

Promote Create-A-Thon & amplify ideas

PARTNERSHIP MODEL

○ **NORTHSTAR** Strategy & KPI's

○ **DRVN** Creative & Execution

○ **STELLANTIS** Vehicles & Dealers

THE IDEAS CREATE MOMENTS. DRVN MAKES THEM TRAVEL.



Challenge

OmniGen

Platform

Execution

Impact

PROGRAM FINANCIALS

THE 24-MONTH FINANCIAL CASE PILOT | 3 MARKETS

TOTAL FUNDING

\$10.4M

Maximum pilot budget

FUNDING DISTRIBUTION

EXPERIENCES

\$6.0M

MEDIA

\$2.4M

DRVN

\$1.1M

RESERVE

\$0.9M

VEHICLE RECOVERY

-\$1.1M

Expected value recovered
when pilot vehicles are sold

NET INVESTMENT

\$9.3M

Post Vehicle
Recovery

23% Program Return On Investment

Challenge

OmniGen

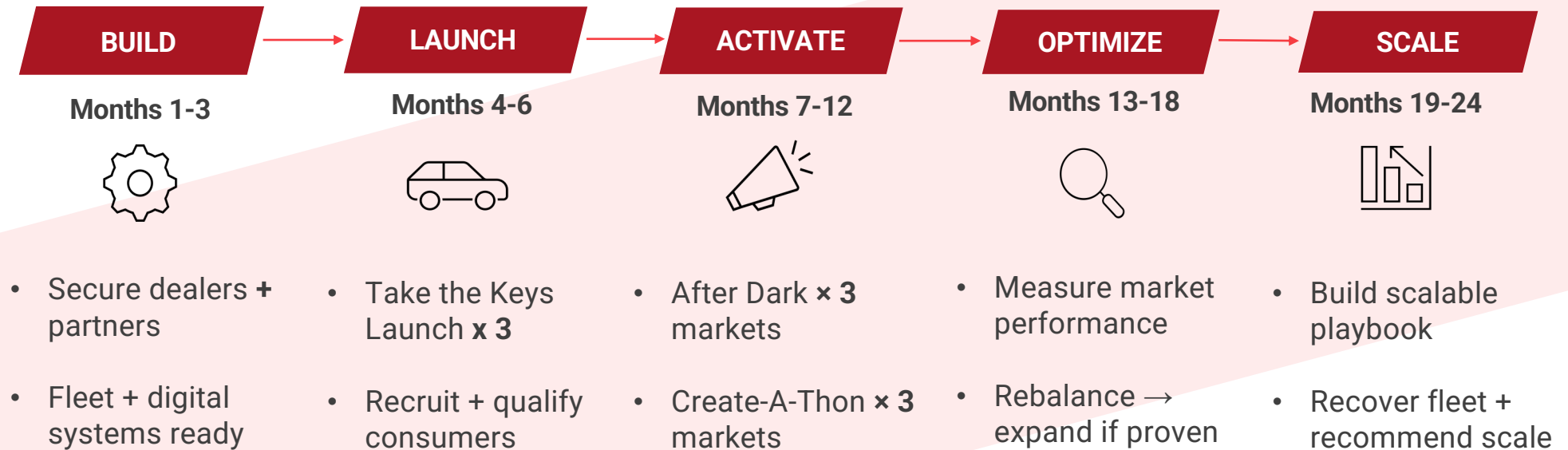
Platform

Execution

Impact

— 24-Month Implementation —

PILOT.PROVE.SCALE.



DRVN Amplifies Every Phase — RECRUITMENT • CREATORS • CONTENT • MEDIA • RETARGETING



Challenge

OmniGen

Platform

Execution

Impact

PROTECTED BY DESIGN

Co-Create



DRVN + community voices.

Conversion



**High-intent targeting
+ Mopar Incentive**

Qualify before Keys



**Verify drivers, +
operating protocols.**

Scale Proven Demand



**Measure →
rebalance → scale**



Challenge

OmniGen

Platform

Execution

Impact

24 Months **Later...**

Aligning the Past, Present and Future.

STELLANTIS' OMNIGEN

NORTHSTAR COLLECTIVE

DRVN MARKETING

DRIVING FORWARD WITH CONFIDENCE...

One Dodge. Every Generation.

Challenge

OmniGen

Platform

Execution

Impact

Partners for Growth



Kai has made his **choice!**



Presentation Slides

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Financials

UNDER THE HOOD

WHY THESE THREE MARKETS?

K&E COST BREAKDOWN

D.A.D COST BREAKDOWN

HBCU COST BREAKDOWN

KEY ASSUMPTIONS & BENCHMARKS

WORKS CITED



UNDER THE HOOD

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Deep roots in American muscle-car culture	SIXPACK has not yet earned HEMI-level confidence	Convert existing HEMI loyalists through hands-on experience	Loyalists may defect to competing performance brands
Established dealer network & recognizable Charger brand	Gas and electric Chargers share similar styling, creating confusion	Reconnect with Black consumers through culturally relevant experiences	Competitors already have strong cultural and enthusiast communities
Strong performance heritage and HEMI loyalty	Current marketing lacks a strong cultural connection with Black consumers	Build the next generation through HBCUs and emerging creators	Weak connection with younger buyers threatens future loyalty



APPENDIX | MARKET SELECTION

WHY THESE THREE MARKETS?

Three different conditions — not three versions of the same test.

SELECTION LENS	ATLANTA	CHARLOTTE	HUNTSVILLE
STRATEGIC ROLE	Recovery market	Performance-credibility market	White-space / transferability market
WHY THIS MARKET?	#1 Black Charger VIO market 35,981 vehicles	National motorsports ecosystem Direct fit with After Dark	Alabama A&M + HBCU innovation infrastructure + established automotive economy
WHAT WE TEST	Can Dodge recover lost equity?	Can SIXPACK earn credibility?	Can OMNIGEN create new equity?
WHY NOT 3 HIGH-VIO MARKETS?	Establishes the high-demand benchmark	Adds a performance stress-test instead of duplicating Atlanta	Deliberately tests whether the model travels beyond proven demand
K&E STARTING FLEET	12 vehicles	8 vehicles	6 vehicles

WE STANDARDIZE THE MODEL — NOT THE CAPITAL.

Higher evidence earns more initial investment; uncertainty earns a smaller test.



COST BREAKDOWN

KEEP & EXPERIENCE – TAKE THE KEYS

CATEGORY	ITEM	COST
Fleet	Fleet acquisition	\$1.42M
	Fleet insurance	\$180K
	Garage keepers coverage	\$30K
	Vehicle reset & detailing	\$135K
	Fuel reserve	\$5K
	Final reconditioning	\$26K
	Remarketing & disposition	\$10K
Dealer & Program Ops	Dealer operating reimbursement	\$171K
	Dealer performance & data incentive	\$40K
	Dealer training & launch	\$30K
	Dodge site booking integration	\$15K
	Central program management	\$150K
Incentives	Mopar credit expected reserve	\$200K
GROSS TAKE THE KEYS FUNDING		\$2.41M
Modeled fleet recovery (70% proxy)		(\$992K)
NET TAKE THE KEYS INVESTMENT		\$1.42M



COST BREAKDOWN

DODGE AFTER DARK

CATEGORY	ITEM	COST
Event & Venue	Track rights, site & hospitality	\$450K
	Event fabrication, staging & AV	\$420K
	Staffing, security, permits & insurance	\$150K
	Hospitality and tickets	\$90K
	Travel and vehicle logistics	\$90K
	Live content capture	\$90K
Vehicles & Content	Two hero vehicles	\$114K
	Two custom builds	\$120K
	Build series production	\$90K
	Shared transport & storage	\$25K
Talent	Headline talent cap	\$500K
	Quan or equivalent creator	\$100K
	Local creators	\$60K
	DJs and hosts	\$45K
	Usage rights, legal & talent travel	\$60K
Partnerships	DraftKings Free2Play	\$175K
GROSS AFTER DARK FUNDING		\$2.60M
Modeled hero vehicle recovery (70% proxy)		(\$80K)
NET AFTER DARK INVESTMENT		\$2.52M



COST BREAKDOWN

HBCU RACE TO CREATE

CATEGORY	ITEM	COST
Competition Set Up Investments	Venue and campus operations	\$45K
	Competition production, AV & signage	\$45K
	Student materials, meals & travel	\$36K
	Prize pools	\$300K
	Campus recruitment	\$24K
	Mentor and judge support	\$18K
	Content capture	\$24K
	Local program management	\$36K
	Shared brief, legal, IP & templates	\$30K
Homecoming	Institutional support	\$75K
	Showcase production	\$120K
	Finalist exhibition & travel	\$36K
	Staffing and logistics	\$24K
Incentives	Recent graduate incentive reserve	\$75K
TOTAL CREATE-A-THON & HOMECOMING		\$888K



KEY ASSUMPTIONS & BENCHMARKS

Planning inputs used to model investment, conversion and return — not guaranteed outcomes.

MODEL DRIVER	PLANNING ASSUMPTION	BASIS / USE
HBCU HOMECOMING ATTENDANCE	~28K / market	Benchmark average: Tuskegee ~47K, Alabama A&M ~21K, Tennessee State ~15K; used to size potential event reach.
HBCU OPT-IN RATE	30%	North Star planning assumption applied to benchmark attendance → ~8.3K opt-ins across the modeled audience.
QUALIFIED LEAD RATE	50% of opt-ins	North Star planning assumption → ~4.1K qualified leads / dealer-ready handoffs.
K&E TRIAL CAPACITY	~1,424 experiences	26-vehicle fleet × 18-month operating model with modeled utilization.
K&E CONVERSION	20%	Planning scenario applied to modeled trial capacity → ~285 attributable buyers.
CONTRIBUTION / BUYER	\$10K	Sensitivity assumption used for contribution, break-even and ROI; not claimed Stellantis unit margin.
VEHICLE RECOVERY	70% proxy	Modeled resale recovery applied to pilot vehicles after program use.
AFTER DARK	100 buyers / market	Planning scenario → ~300 attributable buyers across three markets.



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